

NEW HAMPSHIRE STATE LIQUOR COMMISSION
JUNE 14, 2006, 1:00 P.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
 - 1) Test Market Products:
 - a. Test Market Request (Paul Masson Grand Amber VSOP)
 - b. Test Market Request (Stinky Gringo Margarita)
 - c. Test Market Request (Juniper Green Organic Gin)
 - d. Test Market Request (Montezuma Gold Tequila)
 - e. Test Market Request (Mr. Boston Cherry & Ginger Brandy)
 - f. Test Market Result (Codes #4491, #5176, #5177 & #5178)
 - 2) One Time Buy Requests:
 - a. Pear William & Kirsch Eaux-de-Vie, 200ML
 - b. 10 Cane Rum, 50ML
 - c. Jose Cuervo Citrico, 50ML
 - 3) Discontinue Product (Kings Crest 25 Year Old Scotch)
 - 4) Mark Down of Discontinued Product
 - 5) July – August Sweepstakes (So. Wine & Spirits/Diageo)
 - 6) August Special Offers:
 - a. 7 items – Perfecta Wine Company
 - b. 3 items – Pine State Trading Company
 - c. 3 items – M.S. Walker N.H.
 - d. 49 items – Executive Wine & Spirits
 - e. 28 items – Martignetti Companies of NH
 - f. 111 items – Horizon Beverage Company
 - g. 15 electronic items – Horizon Beverage Company
 - h. 241 items – Southern Wine & Spirits of N.E., Inc.

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- i. 18 electronic items – Southern Wine & Spirits of N.E., Inc.

B. WINES:

- 1) Increase Distribution on Gnary Head Zinfandel
- 2) Appeal of Removing from Retail Trove 3 Liter Box Wines
- 3) Results of the Test on Arnold Palmer
- 4) Test Market Requests:
 - a. Mark West Chardonnay
 - b. Seven Heavenly & Sixth Sense
 - c. Chateau Pesquie
 - d. Cavit 1.5 Liter Riesling
 - e. Two South African Wines
 - f. Six Argentina Wines
- 5) Primary Source Submissions (6 exclusive agent; 51 imported)
- 6) August Special Offers:
 - a. 3 electronic items – R.P. Imports
 - b. 2 electronic items – Horizon Beverage Company
 - c. 6 electronic items – Southern Wine & Spirits of NE

III. ENFORCEMENT & LICENSING REPORT

IV. CHAIRMAN'S REPORT & LATE ITEMS

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

V. EXECUTIVE SESSION

- 1. Personnel

/D. Hartford